



Federal Communications Commission
Washington, D.C. 20554

July 17, 2013

VIA ECFS ELECTRONIC DELIVERY

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Measuring Broadband American Program (Mobile), GN Docket No. 12-264

Dear Ms. Dortch:

On July 11, 2013, SamKnows and representatives of mobile broadband providers met in person and via conference call with Commission staff to review the current status of the Measuring Broadband America (MBA) mobile broadband measurement effort and discuss the following items:¹

1. Feedback from Beta program
2. Update on Progress of Mobile MBA program
3. Outreach Program

Walter Johnston, Chief, Electromagnetic Compatibility Division (EMCD), Office of Engineering and Technology (OET), and James Miller, Senior Attorney Advisor, OET/EMCD welcomed participants and thanked the providers (AT&T, Sprint, T-Mobile and Verizon) for their ongoing Beta testing support of the mobile broadband measurement application. Mr. Miller invited further feedback from the efforts to expand the beta trial scope to include greater numbers of users. Shelley Blakeney, T-Mobile, shared feedback that T-Mobile users had been expanded to include 180 employees working on eight different Android devices. While most of the volunteers did not report issues, some feedback received included concerns for battery drain and heating of their android devices while running the application, crashes or freezing of the application, and various questions regarding installing the application. Some testers also reported feedback that results of the Application did not agree with other available tests such as the Ookla Speedtest.net application.

Colleen Thomson and Mike Pfau from AT&T mentioned that they had conducted tests for over 2 weeks with a small number of participants and that the feedback received was positive. Some complaints were received regarding possible abnormalities in the name and reported locations of cell towers used during the calls. David Young and Katherine O'Hara from Verizon mentioned that they received no feedback regarding issues with either loading or executing the program by their participants. The only complaint that they had received was that some of the participants

¹ A list of attendees and presentation materials are attached to this filing in GN Docket No. 12-264.

felt that the application, while it worked smoothly and unobtrusively in the background, was somewhat uninteresting in presentation in its user interface.

Alex Salter, CEO SamKnows Ltd., welcomed the feedback from the carriers and asked them to submit the details of the issues raised by their participants in order to explore the possible issues in more detail and make any the requisite changes to their application program that might be required before launching the Application to the public.

Mr. Miller followed the discussion with a summary of the progress of work in this project and the release of the mobile application tool on GitHub. The JSON files that are pushed up from the application are available for easy import into Hadoop as large JSON files or in SQL databases as csv files. Mr. Miller also plans to make the beta trial data set available to technical privacy researchers soon via the DHS managed cyber-security program called Predict (www.predict.org). The technical researchers will begin reviewing the data to develop technical approaches to ensuring the privacy and anonymity of the data employing reidentification analysis techniques. This technical privacy review will support the Privacy Policy of the program to review any data to be presented to the public prior to release to confirm protect consumer privacy. The technical approaches developed using the beta trial data will be used to process data gathered from the public and datasets and tools are expected to be made available using the privacy review and processed anonymized data during the first quarter of 2014.

Mr. Johnston discussed progress being made in developing the consumer outreach efforts for the public launch of the program. Mr. Johnston pointed out that with very little effort the fixed MBA program was able to garner over 100,000 participants. By means of a concentrated outreach effort the FCC hopes to target between 500,000 to one million participants for the mobile MBA program. Participants asked what strategies the Commission had for differentiating the application from the many other applications available for downloadable. Mr. Johnston pointed out that the outreach effort is not directed solely at the Application program, which is considered a tool of the overall program, but would emphasize that the holistic approach of the Measuring Broadband America Program as a means of measuring the health of broadband services across the United States. The Application launch would utilize the prior brand naming of the Commission's MBA program. Mr. Johnston discussed some specific approaches the Consumer and Governmental Affairs Bureau and other Commission work groups were currently developing as part of the outreach program, including various blogs, You-Tube videos and social media connections (e.g. Facebook/Twitter) to popularize the effort. The carriers agreed that the FCC should take the lead in the outreach program and promised to coordinate efforts between themselves through press releases via the CTIA office.

Mr. Miller proposed that the carrier beta tests be continued till mid-August and invited feedback to be presented to SamKnows and the Commission in upcoming meetings. Mr. Miller also shared that development work on an iPhone application was ongoing and will keep the group informed about any progress in this and other elements of the program. Mr. Miller thanked all the participants for their attendance and invited their continued attendance for future meetings.

Sincerely,

/s/ James Miller

James Miller, Senior Attorney Advisor
Electromagnetic Compatibility Division/OET
Federal Communications Commission